

AN OPINION SURVEY ON THE AWARENESS AND PRESENTATION OF SOCIAL ADVERTISEMENTS IN NEWSPAPERS

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ABSTRACT

Newspaper is a periodical publication containing news, regarding current events, informative articles, diverse features, editorials, and advertising. It has become an effective media to inform, educate and persuade public in different way, but in right sense. It creates a sense of belongingness of the public in the society at a whole. It puts forward all issues, like environmental, health and women related issues relating to society in the eyes of the public and helps to identify the causes, and tries to bring out an immediate solution, else gains support from the public to prevent it. Government, NGO's and Private Companies (as a CSR initiative) sponsor these advertisements for an individuals' self, family and social development and such kind of advertisement representing or addressing an issue is referred to as "Social advertisements". Their main purpose is to create awareness about the issues concerned through powerful direct messages but requires more participation of the public for reaching the target audience. This paper focuses on readers' opinion on awareness and presentation of social advertisements in newspapers ignoring the language preferred and choice of newspaper.

KEYWORDS: An Opinion Survey, News, Regarding Current Events, Informative Articles, Diverse Features, Editorials, and Advertising

INTRODUCTION

Newspaper is a periodical publication containing news, regarding current events, informative articles, diverse features, editorials, and advertising. It has become an effective media to inform, educate and persuade public in different way, but in right sense. It creates a sense of belongingness of the public in the society as a whole. It puts forward all issues, like environmental, health and women related issues relating to society in the eyes of the public and helps to identify the causes, and tries to bring out an immediate solution, else gains support from the public to prevent it. Newspaper, basically, has four criteria: publicity, periodicity, actuality and universality

- **Publicity:** Its contents are reasonably accessible to the public,
- **Periodicity:** It is published at regular intervals,
- **Actuality:** Publishing the facts as such, and
- **Universality:** It covers a range of topics.

Newspaper Advertisement

In newspaper, social issues that need immediate requirement is brought to the notice of the public in the form of advertisement and such advertisement are sponsored by the Government, NGOs' and Private Companies for the benefits of an individuals' self, family and social development. These advertisements which represents or addresses is referred as "Social advertising", "Public Service Advertisement", "Social Awareness Advertisement", "Development Advertisement", "Public Service Announcement", "Community Development Announcement" or "Community Development Advertisement".

These advertisements focus on issues that affect society, such as Family Planning, National Integration, Gender Equality, health and women related issues. Their main purpose is to create awareness about the issues concerned through powerful direct messages or media and motivate people to undertake socially desirable actions; it also requires more participation of the public for reaching the target audience.

This paper focuses on readers' opinion on awareness and presentation of social advertisements in newspapers ignoring the language preferred and choice of newspaper.

Objectives of the Study

The study aims at the following objectives:

- To know the socio-economic profile of the respondents
- To examine the level of awareness of public on social advertisements published in newspapers
- To highlight the presentation style of social advertisements in Newspapers
- To analyse the impact of social advertisement in Newspapers

METHODOLOGY

Primary data were collected through interview schedule. 150 samples were used for the study. The study was conducted in Coimbatore city. The various tools and techniques used for analysis are: Percentage Analysis, Chi-Square Test (χ^2) and Factor Analysis.

Hypothesis of the Study

To accomplish the above objectives, the following hypotheses were framed:

H0: There is no significant association between the select demographic variables like gender, age, marital status, educational qualifications and occupation of the respondents and level of awareness of social advertisement published in newspaper.

H1: There is significant association between the select demographic variables like gender, age, marital status, educational qualifications and occupation of the respondents and level of awareness of social advertisement published in newspaper.

Findings of the Study:

Socio-Economic Profile of the Respondents

Table 1 shows the demographic profile of the respondents. It was found that, most of the respondents are female; and this indicates that female literacy rate of women is slow rising. Most of the respondents were under below 25 years of age; and this reveals that reading consumption among the youngsters is more when compared to other age category. Most of the respondents were unmarried and it is a sign that unmarried people have great thirst towards knowing about the universe when compared to the married one. Most of them are post graduates; and this indicates thirst for education is very high. Majority of the respondents were employed and they are earning an annual income in the range of ₹60,001-₹1,00,000. Most of the respondents belong to nuclear family; consisting two to five members in a family (Table 1).

Awareness on Social Advertisements and Type of Reader of Newspapers

Most of the respondents are aware of social advertisement and they read news, obtain information and view on the advertisement at a glance published in the newspapers (Table 2 & Table 3).

Association between Select Demographic Variables and Level of Awareness towards Social Advertisement Published In Newspaper

Chi-square analysis reveals that there is a significant association between the gender, marital status, educational qualifications and occupation of the respondents and level of awareness towards social advertisement published in the newspaper; except the age of the respondents. Thus, according to the age of the respondents, level of awareness towards social advertisement published in the newspaper has the tendency to vary (Table 4).

Presentation of Social Advertstiment in Newspaper

Most of the respondents has agreed that the social advertisement is well-presented in the newspaper; they opined that it must be presented in colour and should be included in the first page, placed at the top of the newspaper and should be in regular printing font as it will definitely capture the attention of the light readers in ease; and help gain more awareness level towards social advertisement.

Most of the respondents have seen the social advertisement are presented in visuals/pictures; and words and contents. Social advertisements presented through visuals/contents are very simple to understand and are eye catchy. Most of the respondents felt that the languages used for promoting social cause should be very simple and it must emphasize on content and visuals; and must be published daily and that will make an occasional reader also, aware of the social message conveyed through the newspaper (Table 5).

Impact of Social Advertisement Published In the Newspaper

Majority of the respondents have agreed that social advertisement is effective and is much better in presentation when compared to commercial advertisement. They felt that it was the responsibility of the Government/Ministry to bring those issues in the eyes of the society; in order to combat/prevent/overcome those issues; and help to promote for the well-being of the society.

Majority of the respondents interested in knowing more about the social advertisement; and even some of them are ready to fight for such issues prevailing in our society; and few respondents have felt that social advertisements does not create any effect on them; but, most of them are able to recall the message conveyed through social advertisement published in the newspaper (Table 6).

Factor Analysis

Exploratory factor analysis was performed on the 23 items of the measurement scale to reduce the 23 variables to a grouping of few latent variables which explains the observed variables. Principal component analysis was used as it is the most commonly used approach, which transforms variables into uncorrelated composite variables or principal components. Orthogonal rotation was selected as it yields factors in the final solution which have no correlation amongst them. The criteria used for factor extraction were that the Eigen values, which are the sum of variances of factor values, should be greater than one and the factor structure should be meaningful, useful and conceptually sound.

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy test result obtained was 0.679 (Table 7). As the value is more than 0.5, it indicates that the sample is reasonably adequate and the data supports application of factor analysis.

Communalities denote the variance in the original measured variables that is accounted for by the factor solution. The factor extraction values of the 23 variables are given in table 6, which shows that the value except one, is greater than 0.5.

Factor analysis results are shown in Table 6, which shows seven factors are extracted, accounting for 61.13% of the total variance explained. Factor loadings are correlation coefficients between the 23 observed variables and the seven factors are extracted. For finding out distinct factors, where each factor is heavily loaded on certain exclusive variables, orthogonal rotation was carried out. The factor loadings after performing the orthogonal rotation are given in Table 8.

Outcome of Factor Analysis

Factor 1 – Women Issues: The item such as violence against women/killing girl child, against dowry, early marriage, breast cancer and women rights have the factor loading ranging from 0.62-0.68. This indicates that majority of the respondents had opined that these social advertisement were often covered in the newspaper and are aware of these issues.

Factor 2 – Environmental Issues: The item such as save water, harmful effects of deforestation, increased pollution, do not use plastics and primary education to all have the factor loadings ranging from 0.509-0.729, indicating that majority of the respondents had opined that they were aware of these issues and such advertisement were often covered in the newspaper.

Factor 3 – Family Issues: The item such as proper care of elderly person, family planning, pregnancy and lactation and proper care of mentally and disabled person have the factor loadings ranging from 0.576-0.735, indicating that majority of the respondents have agreed that they were highly aware of these issues covered in the newspaper.

Factor 4 – Child Care Issues: The item such as adequate care of new born baby and polio vaccination for children have the factor loadings ranging from 0.724-0.765, indicating that majority of the respondents have agreed that they were highly aware of these advertisement published in the newspaper.

Factor 5 – Ecosystem: The item such as harmful effects of deforestation and population explosion have the factor loadings ranging from 0.501-0.804, indicating that majority of the respondents have agreed that they were highly aware of these advertisement published in the newspaper.

Factor 6 – Dreadful Diseases: Dreadful diseases like HIV/AIDS, Anti-smoking, Alcohol and Tobacco

advertising have the factor loadings ranging from 0.705-0.814, indicating that majority of the respondents have agreed that they were highly aware of these advertisement published in the newspaper.

Factor 7 – Gender Education: The item such as different schemes available for girl education and adult/sex education have the factor loadings ranging from 0.692-0.756, indicating that majority of the respondents have agreed that they were highly aware of these advertisement covered in the newspaper.

Suggestions

The following suggestions are offered through the findings of the study:

- Visuals used in the social advertisement should be very colourful and attractive, eye-catching and making it much easy to read.
- Social advertisement should be presented in the front page; at the top of the page of the newspaper, to catch the attention of the light readers.
- Different styles for the same social cause can be used and repetition in the content matter should be avoided.
- Social advertisements should have catchy slogans for it is better to make the readers remember the cause, prevent and overcome it.

CONCLUSIONS

Social advertisement plays a very important role in selling sensitivity and awareness for development of the society and in involving people at large in the process of development. These advertisements, not only on T.V. and print media but also through other media such as hoardings, are sponsored by both the government and private sector. The present study is an attempt to study the opinions of the readers regarding the social advertisement published in the newspaper. Most of the respondents are youngsters and thus, it is a right time to bring those issues to the light of the public; and make them aware to create better tomorrow.

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APPENDICES

Socio-Economic Profile of the Respondents

Table 1: Socio-Economic Profile of the Respondents

S. No.	Socio-Economic Variable	Number of Respondents	% of the Respondents
1.	Gender: Male Female	65 85	43.3 56.7
2.	Age: Below 25 Years 26-35 Years Above 35 Years	88 38 24	58.7 25.3 16
3.	Marital Status: Married Unmarried	52 98	34.7 65.3
4.	Educational Qualifications: Post Graduate Graduate School level Others	109 24 13 4	72.7 16 8.7 2.6
5.	Occupation: Employed Professionals Business Others	43 22 19 66	28.7 14.7 12.6 44
6.	Annual Income (₹): Less than ₹ 60,000 ₹ 60,001-₹ 1,00,000 ₹ 1,00,001-₹ 2,00,000 Above ₹ 2,00,000	23 58 50 19	15.3 38.7 33.3 12.7
7.	Type of Family: Joint Nuclear	37 113	24.7 75.3

Awareness on Social Advertisement and Type of Reader of Newspaper

Table 2: Awareness on Social Advertisement in Newspaper

Awareness Regarding Social Issues Published in the Newspaper	Number of Respondents	% of the Respondents
Aware	121	80.7
Unaware	29	19.3

Type of Reader

Table 3: Type of Reader of Newspaper

Type of Reader	Number of Respondents	% of the Respondents
Light	114	76
Heavy	36	24

Association between Select Demographic Variables and Level of Awareness towards Social Advertisement Published in Newspaper

Table 4: Demographic Variable & Level of Awareness

S. No.	Demographic Variable & Level of Awareness	Chi-Square Value (χ^2)	Table Value @ 1% Level	Dof	S/Ns
1.	Gender and level of awareness of Social Ad in Newspaper	2.927	9.21	2	S
2.	Age and level of awareness of Social Ad in Newspaper	13.421	13.28	4	NS
3.	Marital Status and level of awareness of Social Ad in Newspaper	1.607	9.2	2	S
4.	Educational Qualification and level of awareness of Social Ad in Newspaper	16.185	16.81	6	S
5.	Occupation and level of awareness of Social Ad in Newspaper	6.732	16.81	6	S

Presentation of Social Advertisement in Newspapers

Table 5: Presentation of Social Advertisement in Newspapers

S. No.	Presentation of Social Advertisement in Newspapers	Number of Respondents	% of the Respondents
1.	Social Advertisement in Newspaper : Good Bad	118 32	78.7 21.3
2.	Social Advertisement Presented in Newspaper: Colour Black & White	77 73	51.3 48.7
3.	Social Advertisements is included in: First Page Middle Page Last Page	46 63 41	30.7 42 27.3
4.	Placement of Social Advertisements: Top of the paper Middle of the paper Bottom of the paper	48 80 22	32 53.3 14.7
5.	Font Size: Big/Bold Regular Printing Font	56 94	37.3 62.7
6.	Social Advertisement contains: Visual / Pictures Words / Contents Both	52 37 61	34.7 24.6 40.7
7.	Visuals used in the Social Advertisement: Easy to understand Eye Catching Complex/Difficult to understand	82 52 16	54.7 34.7 10.6
8.	Language used in the Social Advertisement: Simple to understand Not understandable	124 26	82.7 17.3
9.	Social Advertisement emphasizes on: Content Visuals Colour Space	63 52 27 8	42 34.7 18 5.3
10.	Number of times Social Advertisement Appearing: Twice in a month Once in a month Once in a week Daily	30 29 33 58	20 19.3 22 38.7

Impact of Social Advertisements

Table 6: Impact of Social Advertisement in Newspapers

S. No.	Impact of Social Advertisement in Newspapers	Number of Respondents	% of the Respondents
1.	Effectiveness of Social Advertisement: Better than Commercial Advertisement On par with Social Advertisement Not Effective as compared to commercial Advertisement	60 43 47	40 28.7 31.3
2.	Responsibility for conducting Social Advertisement: Government/Ministry Media NGO Private Companies Schools/Colleges	100 33 9 2 6	66.7 22 6 1.3 4
3.	Impact of Social Advertisements: Interested in knowing more Increased Awareness Gained Knowledge Willingness to fight for Issues No Effect/Does not create any effect	61 33 22 17 17	40.7 22 14.7 11.3 11.3
4.	Recall Ability: Yes No	107 43	71.3 28.7

Factor Analysis

Table 7: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.679
Bartlett's Test of Sphericity	Approx. Chi-Square	964.661
	df	253
	Sig.	.000

Table 8: Factor Analysis

Particulars	Factor							Communality
	1	2	3	4	5	6	7	
Harmful effects of population explosion	0.111	0.068	0.083	0.010	0.804	0.043	0.074	0.677
Save water	-0.021	0.729	-0.055	0.205	0.042	0.087	0.044	0.588
Global Warming	-0.283	0.470	0.054	0.263	0.060	0.190	0.254	0.477
Harmful effects of deforestation	-0.048	0.515	0.133	0.177	0.501	-0.037	0.060	0.573
Increased pollution	0.206	0.502	0.164	0.098	0.312	-0.245	0.147	0.511
Do not use plastics	0.297	0.702	0.071	0.100	-0.056	0.108	-0.005	0.611
Dreading HIV/AIDS	0.083	0.027	0.235	0.009	0.013	0.814	0.108	0.737
Anti-smoking, Alcohol and Tobacco advertising	0.245	0.250	-0.110	0.126	0.028	0.705	-0.045	0.650
Polio vaccination for children	0.112	0.155	0.003	0.724	-0.175	0.272	0.072	0.670
Adequate care of new born baby	0.129	0.108	0.147	0.765	0.203	-0.027	0.122	0.692
Seasonal Diseases	0.076	0.198	0.266	0.484	-0.549	-0.115	0.050	0.667
Family planning	-0.102	0.256	0.640	0.179	-0.013	0.071	0.009	0.523
Proper care of elderly person	0.023	0.021	0.576	0.381	0.379	-0.125	0.002	0.637
Proper care of mentally and physically disabled person	-0.040	0.034	0.735	-0.047	0.114	-0.078	0.358	0.692
Pregnancy and lactation	0.058	0.036	0.728	0.002	-0.078	0.177	0.129	0.588
Primary Education to all	0.168	0.645	0.205	-0.149	-0.060	0.101	-0.008	0.522
Different undergoing schemes of girl education	0.094	0.192	0.191	0.114	0.155	-0.034	0.692	0.600
Adult/sex education	-0.080	-0.019	0.209	0.078	-0.020	0.113	0.756	0.642
Early marriage – Women Marriage Age is 21	0.663	0.117	-0.025	-0.004	-0.070	0.121	-0.222	0.522
Against Dowry	0.664	0.218	0.109	0.168	0.015	-0.052	-0.081	0.538
Basic Human Rights – Women Empowerment	0.620	-0.033	0.015	0.145	0.153	0.429	0.063	0.618
Violence against women/Killing girl child	0.680	0.015	-0.058	0.014	0.347	0.232	0.252	0.705
Brest Cancer	0.623	0.033	-0.170	0.016	-0.097	-0.009	0.438	0.620
Eigen Values	4.488	2.611	1.786	1.634	1.286	1.143	1.111	
% of Variance Explained	19.515	11.353	7.765	7.104	5.592	4.969	4.829	
Cumulative % of Variance	19.515	30.868	38.632	45.736	51.328	56.297	61.125	

Table 9: Outcome of Factor Analysis

Outcome of Factor Analysis		
Item	Variables	Factor Loadings
F1	Violence against Women/ Killing Girl Child Against Dowry Early Marriage – Women Marriage age is 21 Breast Cancer Basic Human Rights – Women Empowerment	0.680 0.664 0.663 0.623 0.620
F2	Save Water Do not use Plastics Primary Education to all Harmful Effects of Deforestation Increased Pollution	0.729 0.702 0.645 0.515 0.502
F3	Proper care of mentally and physically disabled person Pregnancy and lactation Family planning Proper care of Elderly Person	0.735 0.728 0.640 0.576
F4	Adequate care of new born baby Polio Vaccination for Children	0.765 0.724
F5	Harmful Effects of Population Explosion Harmful Effects of Deforestation	0.804 0.501
F6	Dreadful HIV/AIDS Anti-smoking Alcohol & Tobacco advertising	0.814 0.705
F7	Adult/Sex Education Different undergoing schemes for girl children	0756 0.692

